



Flight Dates 10/16/12-10/22/12

<u>Order Sep</u> 00:15:00

Product Estimate # 2439

Contract / Revision 583091 / ZWEIFEL FOR MISSOURI Alt Order # 09842360

Original Date / Revision Agency Com 15% Billing Type Cash

10/15/12 10/17/12 Billing Contact Order Type GENERAL

Advertiser Zweifel, Clint/D/MO St Treas

Billing Cycle EOM/EOC

650 Massachusetts Ave NW Billing Calendar BROADCAST
Suite 210
Demographic A35+

Agency Buying Time LLC Washington, DC 20001 Demographic A357

Rev Codes SP-POL CAN GEN

Buying Contact

Calca Office DC M Braduat Codes BL 1Mb

Sales Office DC-M Product Codes PL1Mb

Sales Region NAT Priority 3

650 Massachusetts Ave NW
Suite 210
Agency Ref
Washington, DC 20001

Start Date

Primary Account Executive Dan Driscoll

Order%

Account Executive

Dan Driscoll 100%

Order Share 21% Market Value 35238

End Date

Competing Station % of Order Amount KCPT 0 **KCTV** 28% 9866 **KCWE** % 0 **KMBC** 41% 14447 KMCI % 0 % 0 **KPXE** 10% 3523 **KSHB KSMO** % 0

Order Total	-		Billing Plan Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount									
Month	# of Spots	Net Amount	Gross Amount	Rating Start Date	End Date	# Spots	Net Amount G	ross Amount				
October 2012	18	\$6,290.00	\$7,400.00	0.00 10/01/12	10/22/12	18	\$6,290.00	\$7,400.00				
Totals	18	\$6,290.00	\$7,400.00	0.00								

											Tota	s
Ln Ch	Start	End	Inventory Code	Break	Start/End 1	īme Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
E1 4	10/17/12	2 10/17/12	M-F 7-9a	CM-Aii	7-8a	W	:30	1	\$525.002	0.00 NM	1	\$525.00
			7-8a		(7:00 AM-8:0	(MA 0C				1		
FOX N	ews				•					ĺ		
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	/15/12	10/21/12	W	1	\$525.00	0.00				1		
E 2 4	10/16/12	2 10/16/12	M-F 7-9a	CM-All	8-9a	-T	:30	1	\$525.002	0.00 NM	1	\$525.00
			8-9a		(8:00 AM-9:0	00 AM)						
FOX N	ews											
Sta	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				ľ		
Week: 10	/15/12	10/21/12	-T	1	\$525.00	0.00						
E-8 4	10/16/12	2 -10/16/12	-M-F 10-11a	CM-All	10-11a	-т	:30	1	\$100.003	0.00 NM	1	\$100.00
			M-F 10-11a									
LIVE W	/ITH KELL	Y										
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10	/15/12	10/21/12	-T	1	\$100.00	0.00				I		





Contract / Revision

Print Date: 10/17/12 Page 2 of 3

583091 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/15/12/ 10/17/12

Order Sep 00:15:00

Advertiser Zweifel, Clint/D/MO St Trea: Product ZWEIFEL FOR MISSOURI Estimate # 2439

Ln Ch	Start	End	Inventory Code		Start/End T	DER MODERN SERVICE DE MANDE DE MODERN SERVICE DE MODERN SERVICE DE MODERN SERVICE DE MODERN SERVICE DE MODERN S	Len Sp			Rtg Type S		Amount
9 4	10/17/1	2 10/17/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	W	:30	1	\$100.003	0.00 NM	1	\$100.00
LIVE \	WITH KEL	LY										
		End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/21/12	W	1	\$100.00	0.00						
10 4		2 10/18/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	T	:30	1	\$100.003	0.00 NM	1	\$100.00
	NITH KEL											
,	tart Date	End Date 10/21/12	<u>Weekdays</u> T	Spots/Week	<u>Rate</u> \$100.00	Rating 0.00						
Week: 10		2 10/19/12	M-F 10-11a	·	10-11a	F	:30	1	\$100.003	0.00 NM	1	\$100.00
	NITH KEL		M-F 10-11a	CIVI-AII	10-118		.30	ì	\$100,003	0.00 14101	1	φ 100.0C
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/21/12	F	1	\$100.00	0.00						
12 4		2 10/22/12	M-F 10-11a	CM-All	10-11a	M	:30	1	\$100.003	0.00 NM	1	\$100.00
LIVE V	NITH KEL	LY	M-F 10-11a									
<u>St</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				i		
Week: 10	0/22/12	10/28/12	M	1	\$100.00	0.00						
13 4	10/17/1	2 10/17/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M	:30	1	\$300.002	0.00 NM	1	\$300.00
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14 4		2 10/19/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	F	:30	1	\$300.002	0.00 NM	1	\$300.00
	News	End Data	Mookdaya	Spots/Week	Data	Doting				I		
<u>يو</u> Week: 10	tart Date	End Date 10/21/12	Weekdays	Spois/vveek	<u>Rate</u> \$300.00	Rating 0.00						
15 4		2 10/18/12	M-F 5-6p	CM-AIL	530-6p	T	:30	1	\$600.002	0.00 NM	1	\$600.00
News	187,190	_ \\.	530-6p		(5:30 PM-6:0	0 PM)			••••			• • • • • • • • • • • • • • • • • • • •
St	tart Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10	0/15/12	10/21/12	T	1	\$600.00	0.00						
16 4	10/22/1	2 10/22/12	M-F 5-6p 530-6p		530-6p (5:30 PM-6:0	M 0 PM)	:30	1	\$600.002	0.00 NM	1	\$600.00
News		er er	\at (.)	0	С.	D -ti						
		End Date	<u>Weekdays</u>	Spots/Week						Ì		
Week: 10		10/28/12	M	1	\$600.00	0.00 W	.20		¢600.00.3	0.00 NIM	0	e 0.00
17 4 News	10/17/1	2 10/17/12	5-530p		5-530p (5:00 PM-5:3		:30	1	\$600.002	0.00 NM	0	\$0.00
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/21/12	W		\$600.00	0.00						
	h Date Ra		escription		/End Time		eekdays/	Len		Rta Type		
	4 10/15/1: redited	2-10/21/12 M	I-F 5-6p	5-53	0p (5	5:00 PM-5:30 P	-W	-	:30 (\$600.00)	0.00 <i>NM</i>		
18 4	10/19/1	2-10/19/12-	M-F 5-6p	CM-All	5-530p	F===F==	:30	1_	\$600,002	0.00 NM	1	\$600.00
			5-530p		(5:00 PM-5:3							
News												
140443				Spots/Week		Rating						

Print Date: 10/17/12

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583091

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/15/12/ 10/17/12

Order Sep 00:15:00

Advertiser Zweifel, Clint/D/MO St Trea: Product ZWEIFEL FOR MISSOURI Estimate # 2439

												To	tals
Ln (Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type S		Amount
E 18		10/19/1	2 10/19/12	M-F 5-6p 5-530p		5-530p (5:00 PM-5	F 30 PM)	:30	1	\$600.002	0.00 NM	1	\$600.00
	ews <u>Start</u> ek: 10/1:	<u>Date</u> 5/12	End Date 10/21/12	Weekdays	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00						
E 19	4 ews	10/18/1	2 10/18/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	T	:30	1	\$800.002	0.00 NM	1	\$800.00
		<u>Date</u> 5/12	End Date 10/21/12	Weekdays T	Spots/Week 1	<u>Rate</u> \$800.00	<u>Rating</u> 0.00						
E 20		10/16/1	2 10/16/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	-T	:30	1	\$800.003	0.00 NM	1	\$800.00
	ews <u>Start</u> ek: 10/1	<u>Date</u> 5/12	End Date 10/21/12	<u>Weekdays</u> -T	Spots/Week	<u>Rate</u> \$800.00	Rating 0.00						
N 21	4	10/18/1	2 10/19/12	M-F 7-9a	CM-All		TF	:30	2	\$525.002	0.00 NM	2	\$1,050.00
	OX New <u>Start</u> ek: 10/15	Date	End Date 10/21/12	<u>Weekdays</u> TF	Spots/Week 2	<u>Rate</u> \$525.00	Rating 0.00						
N 22	4	10/20/1	2 10/20/12	Sa 7-9a Sa 7-9a	CM-AII	Sa 7-9a	S-	:30	1	\$500.002	0.00 NM	1	\$500.00
	ews <u>Start</u> ek: 10/15		End Date 10/21/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
N 23		10/18/1:	2 10/19/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	TF	:30	1	\$300.002	0.00 NM	1	\$300.00
Ne	ews Ctart	Doto	End Data	Mackdana	Constant Attack	D-4-	Detina						
Wee	<u>Start</u> k: 10/1	***************************************	End Date 10/21/12	<u>Weekdays</u> TF	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00						
ws-community and											Totals	18	\$7,400.00



ORDER

Flight Dates 10/23/12-10/29/12

<u>Order Sep</u> 00:15:00

Product Estimate # 2453

Contract / Revision 583099 / ZWIEFEL FOR MISSOURI Alt Order # 09842358

Original Date / RevisionAgency Com15%Billing TypeCash10/15/1210/15/12Billing ContactOrder TypeGENERAL

Advertiser Zweifel, Clint/D/MO St Treas

650 Massachusetts Ave NW

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Suite 210

Washington, DC 20001

Demographic A35+

Agency Buying Time LLC Rev Codes SP-POL CAN GEN

Buying Contact
Sales Office DC-M Product Codes PL1Mb
Sales Region NAT Priority 3

650 Massachusetts Ave NW
Suite 210
Sales Region NAT
Priority 3
Agency Ref
Advertiser Ref

Primary Account Executive Dan Driscoll

Order%

Start Date

Account Executive

Washington, DC 20001

Dan Driscoll 100%
Order Share 23% Market Value 26739

End Date

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	27%	7219
KCWE	%	0
KMBC	40%	10695
KMCI	%	0
KPXE	%	0
KSHB	10%	2673
KSMO	%	0

Order Totals	•		Billing Plan									
Month	# of Spots	Net Amount	Gross Amount	Rating Start Date	e End Date	# Spots	Net Amount G	ross Amount				
October 2012	13	\$4,632.50	\$5,450.00	0.00 10/01/12	10/28/12	13	\$4,632.50	\$5,450.00				
November 2012	2	\$595.00	\$700.00	0.00 10/29/12	10/29/12	2	\$595.00	\$700.00				
Totals	15	\$5,227.50	\$6,150.00	0.00								

												Tota	ls
Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type S	pots	Amount
E 1	4	10/24/12	10/24/12	M-F 7-9a	CM-All	7-8a	W	:30	1	\$525.002	0.00 NM	1	\$525.00
				7-8a		(7:00 AM-8:	00 AM)						
	FOX N	lews									1		
	S	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
V	Veek: 10	0/22/12	10/28/12	W	1	\$525.00	0.00						
E 2	4	10/23/12	10/23/12	M-F.7-9a	CM-AII	8-9a	-т	:30	1	\$525.002	0.00 NM	1	\$525.00
				8-9a		(8:00 AM-9:	00 AM)				1		
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	S	tart Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
· ··V	Veek:-10	0/22/12	10/28/12	-T	1	\$525.00	0.00						
E 8	4	10/23/12	10/23/12	M-F 10-11a	CM-All	10-11a	-T	:30	1	\$100.003	0.00 NM	1	\$100.00
	•			M-F 10-11a									
	LIVE	WITH KELL	Υ										
	S	tart Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				Į.		

Print Date: 10/15/12

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583099

Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:15:00

Advertiser Zweifel, Clint/D/MO St Trea: Product ZWIEFEL FOR MISSOURI Estimate # 2453

											Tota	s
Ln Ch	Start	End	Inventory Code			Time Days	Len Sp		Confedence on the company of the first	Rtg Type		Amount
E 8 4	10/23/1	2 10/23/12	M-F 10-11a M-F 10-11a	CM-All	10-11a		:30	1	\$100.003	0.00 NM	1	\$100.00
	ITH KELI			0	5.4	Dicker						
· · · · · · · · · · · · · · · · · · ·	rt Date	End Date	<u>Weekdays</u> -T	Spots/Week	<u>Rate</u> \$100.00	Rating 0.00						
Week: 10/		10/28/12 2 10/24/12	M-F 10-11a		10-11a	W	:30	1	\$100.003	0.00 NM	1	\$100.00
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LIVE W	ITH KELI	LY								İ		
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				1		
Week: 10/		10/28/12	W	1 OM AU	\$100.00	0.00 T	:30	1	\$100.003	0.00 NM	1	\$100.00
E 10 4		2 10/25/12	M-F 10-11a M-F 10-11a	CW-AII	10-11a	1	.50	'	\$100.000	0.00 141411	'	\$100.00
	ITH KELI		into otados o	Conta Atlante	Doto	Rating						
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E 11 4		2 10/26/12	M-F 10-11a		10-11a	F	:30	1	\$100.003	0.00 NM	1	\$100.00
ma 11 T	. 0/20/1		M-F 10-11a									
LIVE W	ITH KELI	LY								l		
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating 0.00				1		
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LIVE W	'ITH KELI	LY	M. 10 110									
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/	29/12	11/04/12	M	1	\$100.00	0.00						****
E 13 4		2 10/24/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	W	:30	1	\$300.002	0.00 NM	1	\$300.00
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E 14 4			M-F 12p-1p	CM-Ail		F	:30	1	\$300.002	0.00 NM	1	\$300.00
		10/20/12	M-F 12-1p		,_ , _F							
Noons I		Es d Data	Maskdova	Cnoto AMook	Poto	Rating						
Sta Week: 10	art Date	End Date 10/28/12	<u>Weekdays</u> F	Spots/Week 1	Rate \$300.00	0.00						
E 15 4		2 10/25/12		CM-All	530-6p	T	:30	1	\$600.002	M/ 00.0	1	\$600.00
			530-6p		(5:30 PM-6	:00 PM)						
News	at Data	End Data	Mookdaye	Spots/Week	<u>Rate</u>	Rating						
<u>اد</u> Week: 10		End Date 10/28/12	<u>Weekdays</u> T	<u> </u>		0.00						
E 16 4		2 10/29/12	M-F 5-6p		530-6p	M	:30	1	\$600.002	0.00 NM	1	\$600.00
	, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		530-6p		(5:30 PM-6	:00 PM)						
News												
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10	- D. M.W. /	11/04/12	M	CM All	\$600.00 5-530p	0.00 W	30	1	\$600.00.2	0.00 NM	1	\$600.00
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News						•						
	art Date	End Date	Weekdays	Spots/Week		Rating						
Week: 10		10/28/12	W	1	\$600.00	0.00			ACOC 00 0	0.00 111	4	¢&20 00
E 18 4	10/26/1	12 10/26/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5	F :30 PM)	:30	1	\$600.002	0.00 NM	1	\$600.00
News			2 000p		(2.30 / 10/0							

Print Date: 10/15/12

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Contract / Revision

583099

Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:15:00

Advertiser Zweifel, Clint/D/MO St Trea: Product ZWIEFEL FOR MISSOURI Estimate # 2453

Ln	Ch	Start	End	Inventory Code	Brook	Start/End	Γime Davs	Len Sp	onte	Rate Pri	Rtg Type	. Indiana	tals Amount
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E 18	4	10/26/12	10/26/12	M-F 5-6p	CM-All	5-530p	F	:30	1	\$600.002	0.00 NM	1	\$600.00
				5-530p		(5:00 PM-5:	30 PM)						
	News										ı		
	Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				Ī		
We	eek: 10	/22/12	10/28/12	F	1	\$600.00	0.00						
E 19	4	10/25/12	10/25/12	M-F 9-10p	CM-Ail	9-10p	T	:30	1	\$800.003	0.00 NM	1	\$800.00
				M-F 9-10p							1		
	News												
	Sta	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				1		
We	eek: 10	/22/12	10/28/12	T	1	\$800.00	0.00				- 1		
E 20	4	10/23/12	10/23/12	M-F 10-1030p	CM-All	10-1030p	~T	:30	1	\$800.003	0.00 NM	1	\$800.00
		(0)20112	. 10/20/14	M-F 10-1030p	4								
	News			то тообр							ı		
'		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
186			10/28/12	<u>-T</u>	1	\$800.00	0.00				1		
VV	eek: 10	122112	IUIZOI IZ			φουσ.σσ	0.00						
											Totals	15	\$6,150.00



KERN SI -ORDER

Flight Dates 10/16/12-10/22/12

Product

Order Sep 00:15:00

Estimate # 2439

Contract / Revision

ZWEIFEL FOR MISSOURI 583091 /

09842360

Original Date / Revision

Agency Com 15% Billing Type Cash

10/15/12 10/15/12

Billing Contact

Order Type **GENERAL**

Billing Cycle

Alt Order #

EOM/EOC

Advertiser Zweifel, Clint/D/MO St Treas

650 Massachusetts Ave NW

Billing Calendar BROADCAST

Agency Buying Time LLC

Demographic A35+ Rev Codes

SP-POL CAN

GEN

Buying Contact

Sales Office DC-M

Washington, DC 20001

Product Codes PL1Mb

650 Massachusetts Ave NW

Sales Region NAT

Priority 3

Advertiser Ref

Suite 210

Suite 210

Agency Ref

Washington, DC 20001

Primary Account Executive

Dan Driscoll

Week: 10/15/12

10/21/12

End Date Start Date Account Executive Order% 100% Dan Driscoll

Order Share 21% Market Value 29285

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	28%	8200
KCWE	%	0
KMBC	41%	12007
KMCI	%	0
KPXE	%	0
KSHB	10%	2928
KSMO	%	0

Billing Plan Order Totals

Oluei Iola		Shining Float										
Month	# of Spots	Net Amount C	Pross Amount	Rating Start Date	End Date	# Spots	Net Amount G	ross Amount				
October 2012	15	\$5,227.50	\$6,150.00	0.00 10/01/12	10/22/12	15	\$5,227.50	\$6,150.00				
Totals	15	\$5,227.50	\$6,150,00	0.00								

												Tota	ls
Ln	Ch	Start	End	Inventory Code	Break	Start/End T	īme Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
E 1	4	10/17/12	10/17/12	M-F 7-9a	CM-All	7-8a	W	:30	1	\$525.002	0.00 NM	1	\$525.00
				7-8a		(7:00 AM-8:0	00 AM)						
	FOX N	lews											
	S	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
W	eek: 16	0/15/12	10/21/12	W	1	\$525.00	0.00						
E 2	4	10/16/12	10/16/12	M-F 7-9a	CM-All	8-9a	-T	:30	1	\$525.002	0.00 NM	1	\$525.00
				8-9a		(8:00 AM-9:0	00 AM)						
	FOX N	lews											
	<u>S</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
W	/eek: 1	0/15/12	10/21/12	-T	1	\$525.00	0.00						
E 8	4	10/16/12	10/16/12	M-F 10-11a	CM-AII	10-11a	-T	:30	1	\$100.003	0.00 NM	1	\$100.00
				M-F 10-11a									
	LIVE /	NITH KELL	Υ										
	<u>s</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						

0.00

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Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

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Advertiser Zweifel, Clint/D/MO St Trea: Product ZWEIFEL FOR MISSOURI Estimate # 2439

Ln Ch	Start	End	Inventory Code		Start/End T		Len Sp			Rtg Type		Amount
9 4		2 10/17/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	W	:30	1	\$100.003	0.00 NM	1	\$100.00
	VITH KEL			0 . 1. 0011-	D-4-	Detina						
<u>Sta</u> Week: 10	art Date	End Date 10/21/12	<u>Weekdays</u> w	Spots/Week 1	<u>Rate</u> \$100.00	Rating 0.00						
10 4		2 10/18/12	M-F 10-11a		10-11a	T	:30	1	\$100.003	0.00 NM	1	\$100.0
. 10 4	10,10,1	_ 10/10/12	M-F 10-11a	•						1		
LIVE W	VITH KEL									ĺ		
	art Date	End Date	<u>Weekdays</u> T	Spots/Week	<u>Rate</u> \$100.00	Rating 0.00						
Week: 10		10/21/12	M-F 10-11a	CM AII	10-11a		:30	1	\$100.003	0.00 NM	1	\$100.0
11 4		2 10/19/12	M-F 10-11a	CIVI-AII	10-11a		.00	'	φ100.000	0.00 11111	•	ψ100.0
	VITH KEL art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
ىيى Week: 10		10/21/12	F	1	\$100.00	0.00						
12 4		2 10/22/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	M	:30	1	\$100.003	0.00 NM	1	\$100.0
LIVE V	VITH KEL	LY										
<u>St</u> : Week: 10	art Date	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$100.00	Rating 0.00						
13 4		2 10/17/12	M-F 12p-1p M-F 12-1p	CM-All		W	:30	1	\$300.002	0.00 NM	1	\$300.0
Noons	News		•									
<u>St</u> : Week: 10	art Date 0/15/12	End Date 10/21/12	<u>Weekdays</u> w	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00						
14 4 Noons		2 10/19/12	M-F 12p-1p M-F 12-1p	CM-Aii	12-1p	F	:30	1	\$300.002	MM 00.0	1	\$300.0
St	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/21/12	F	1	\$300.00	0.00	.20	1	\$600.002	0.00 NM	1	\$600.0
15 4 News	10/18/1	2 10/18/12	M-F 5-6p 530-6p	CM-Ail	530-6p (5:30 PM-6:0	·	:30	1	\$600.002	U.UU INIVI	'	3,000,0
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week: 10		10/21/12	T	1	\$600.00	0.00						
16 4	10/22/1	2 10/22/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:0	M 00 PM)	:30	1	\$600.002	0.00 NM	1	\$600.0
News					 .	- ·				l		
	art Date		<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$600.00	Rating 0.00						
Week: 10		10/28/12 2 10/17/12	M-F 5-6p		5-530p	W	:30	1	\$600.002	0.00 NM	1	\$600.0
News			5-530p		(5:00 PM-5:3	ou mivi)						
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/21/12	W	1		0.00						
18 4	10/19/1	2 10/19/12	M-F 5-6p 5-530p	CM-AII	5-530p (5:00 PM-5:3	F 30 PM)	:30	1	\$600.002	0.00 NM	1	\$600.0
News												
		End Date	Weekdays	Spots/Week		Rating 0.00						
Week: 10 = 19 4		10/21/12	F		\$600.00	T	:30	1	\$800.002	0.00 NM	1	\$800.0
~1U A	10/18/1	12 10/18/12	w-r 9-10p	ÇIVI-AII	9-10p	;	.30	1	\$000.00 £	O.OO MINI	,	4000.C

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Flight Dates 10/16/12-10/22/12

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Advertiser Zweifel, Clint/D/MO St Trea: Product ZWEIFEL FOR MISSOURI Estimate #

2439

										Tot	als
Ln Ch Start	End	Inventory Code	Break	Start/End 1	īme Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E19 4 10/18/1	2 10/18/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	T	:30	1	\$800.002	0.00 NM	1	\$800.00
News									-		
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				1		
Week: 10/15/12	10/21/12	T	1	\$800.00	0.00						
E 20 4 10/16/1	2 10/16/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	T	:30	1	\$800.003	0.00 NM	1	\$800.00
News		·									
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				ı		
Week: 10/15/12	10/21/12	-т	1	\$800.00	0.00						
					7 2 2 2 4 1 2 1 2 1 2 2 2 2 2 2 2 2 2 2 2				Totala	4 =	¢6 450 00

Totals

15 \$6,150.00